A Planned Campaign

to

Build Off-Season Load

for Your Project

with

ELECTRIC BROODERS

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Challenge ...

The measure of a Project Superintendent is the prosperity of his project! Comes now a double-barrelled challenge!

Challenge One. To build income for your project ... Jump the line load during the spring slump.

Challenge Two. To build income for your members ... through safer, surer, simplified brooding, with electricity.

That's the challenge. Here's ...

HOW TO MEET IT ...

A TESTED PROCEDURE FOR BUILDING LINE LOAD AND BOOSTING INCOME FOR PROJECT MEMBERS ...

Electric Brooders Are Good Load-Builders ...

The electric brooder is tailor-made to keep your cooperative's revenues normal during the months of low consumption ... February, March, April, and May. Lengthening days and the progression of spring work sends farm people to bed shortly after dark. Lighting load is consequently low. Refrigerator load is likewise at low ebb, but every brooder connected adds 150 to 400 kilowatt hours to your energy consumption during this four-month off-season period. This means an increase in your average monthly energy consumption of 10 to 30 or more kwh.

AND ... electric brooders build daily as well as seasonal off-peak load. During the early morning hours when temperatures are lowest, more current is used than during the early evening peak. On one project, with 1,200 consuming members, 75 brooders added about 30 kw to the night demand, an increase of 33 1/3%.

AMERICA'S CHICK HATCHINGS OCCUR WHEN YOUR PROJECT NEEDS REVENUE.

Will they be brooded electrically on your cooperative lines?

Say "Yes" right NOW! ... Follow ...

THIS SIMPLE, COMPREHENSIVE Plan FOR BUILDING Off-Season, Off-Peak LOAD ...

A DOUBLE BARRELLED PLAN FOR PROJECT SUPERINTENDENTS

To meet varying situations throughout the country two basic procedures are outlined to guide Project Superintendents in this campaign to build load with electric brooders.

Go into ACTION now ...

STUDY THESE 2 BROODER PURCHASE PLANS

1. BROODER DEALER COOPERATIVE PLAN

Use this plan whenever one or more local hatcherymen or other dealers will cooperate with you by setting a special price on a volume purchase of Electric Brooders.

Procedure under this plan is identical with that proposed for "POOLED ORDER" purchase except that you work with local dealers instead of manufacturers.

Hatcherymen or dealers may be unable to grant as large discounts as manufacturers themselves but this plan has advantages which offset the possibility of lesser savings. These advantages are: (1) The fostering of local business and the cementing of mutually profitable relations between dealers and your project for the future. (2) Assurance of local responsibility for servicing and instruction in proper operation. If this "Pooled Order Plan" is properly outlined to dealers they will ordinarily handle Electric Brooders in lots of 25 or more at $1. to $4. over wholesale cost.

2. POOLED ORDER PLAN

(Suggested procedure where local hatcherymen cannot or will not cooperate by establishing a special price for a limited period on electric brooders purchased in quantity.)

Under this plan you go directly to BROODER MANUFACTURERS, request SPECIAL DISCOUNTS on Electric Brooders purchased in lots of 25 - 50 or more.

The POOLED-ORDER PLAN will ordinarily assure your members a saving of approximately $15. on the large size brooders.

GET SET TO EXPLAIN THE ADVANTAGES OF EACH PLAN TO YOUR CO-OP BOARD AND COUNTY AGENT

... Then TAKE THESE PLANNED Steps

STEP NO. 1.

ENLIST SUPPORT OF THE COUNTY AGENT

Explain to him the value of electric brooders to your project and its members. Stress (1) the fact that more effective use of electric service speeds up the County Agent's basic objective of better farm and home management and (2) promotes savings and bigger income for farmers.

NOTE. Not all County Agents are fully informed with regard to the superiority of electric brooders over old-fashioned coal, oil, or wood models. Listed on page 16 of this bulletin are facts, experience-proved and laboratory-tested. They prove the plus-value of electric brooding. Study them now.

DISCUSS THESE POINTS with COUNTY AGENT

1. The 2 alternate plans of electric brooder purchase.

   Get his reactions.

2. The successive Steps in the campaign procedure. (See following pages.)

   Discuss steps where his help is essential.

3. Ask C. A. to get literature on Electric Brooders and Brooding from State University or Experiment Stations.

GET AGENT TO AGREE TO

1. Serve as member of Brooder Committee.
2. Support Electric Brooder Campaign in his Bulletins and Personal Contacts.
3. Assist your efforts to secure cooperation of manufacturers or dealers.

STEP NO. 2

CALL A SPECIAL MEETING OF THE BOARD

Board members should be the sparkplugs of all special load-building promotions. This meeting is the pre-drive "huddle." You call the campaign signals (explain the Campaign Plans) ... give them the ball (specific jobs to be done.)

OUTLINE FOR BOARD MEETING

A. INVITE THE COUNTY AGENT ... PRESENT PLAN JOINTLY

Your conference with the C. A. will have polished up your plans for this Electric Brooder Campaign. Present it with enthusiasm. Have the C. A. primed to supplement your own statements with specific ideas on the value of the campaign to the project and individual farmers.

B. HAVE BOARD APPOINT A "BROODER COMMITTEE"

Select keymen of the project and community to carry out, under your direction, the work of the campaign. The Brooder Committee must bear the brunt of the campaign effort.

Get real cooperators on this job--men with enthusiasm and honest willingness to work. The job will be tough, but full of real satisfaction.

Keep the Committee small. See suggestions on Committee make-up and duties on page 11.

C. ENLIST ACTIVE PROMOTION SUPPORT OF BOARD MEMBERS

Board members are the natural leaders of your project. Their attitudes, their enthusiasm, their backing of load-building efforts go far toward selling all project members on the progress in farm operation that are the reason for campaigns like this !

Make it clear that Board Members must boost the campaign.

Let them give the job its initial boost by stressing the help they can give this cooperative job by deciding then and there to purchase at least one Electric Brooder as part of your first pooled order.

STEP NO. 3

ORGANIZE THESE PROMOTION ACTIVITIES

Informational literature, demonstrations, all advertising materials--these are the lubricants for any promotional activity! Start your campaign with a planned barrage of PROMOTION ACTIVITIES.

A. ORDER SUPPLY OF REA PAMPHLET "Simplified Brooding"

This informative sheet presents facts only ... a teaser designed to whet the urge of every busy poultry-raiser for the convenient, low-cost, money-saving assistance of an Electric Brooder.

Send "Simplified Brooding" to every member!

B. ORDER SUPPLY OF STATE EXTENSION SERVICE...OR STATE AGRICULTURAL EXPERIMENT STATION BULLETINS ON ELECTRIC BROODING

Agricultural agencies in your State probably have interesting bulletins on the use of Electric Brooders ... bulletins that describe their profitable use under local conditions. Have County Agent write them for sufficient copies to cover your membership ... or take excerpts from them for use in your own ...

C. PROJECT BULLETINS ON ELECTRIC BROODING

Send a complete report of your Special Board Meeting to all members. This report is news. Send it to all newspapers in your territory with a definite request for prompt publication. Follow-up this announcement with periodic "Progress Reports" to all members and newspapers

... accomplishments, plans and current activities of the Brooder Committee ...

data from publications ... testimonials from member-users of Electric Brooders ... results of negotiations with brooder manufacturers or dealers.

D. PLAN DEMONSTRATION -MEETINGS

Set the dates -- times -- places for Electric Brooder Demonstration-Meetings. (Manufacturers or dealers should be urged to provide demonstration Brooders and to cooperate with County Agent and your REA Utilization Representative in making these Demonstrations interesting, informative ... and Sales compelling.)

Have your ideas ready for action by the Brooder Committee... Organization and demonstration details are their job, but your advance plans will spur them to faster action.

The ELECTRIC BROODER COMMITTEE

Organization

The Committee should be composed of at least One Board Member, several poultry-raiser Project Members selected to give good geographic representation for all areas in the project territory. The Project Superintendent and the County Agent should serve ex officio.

Responsibilities

To insure prompt action and sincere effort, give individual committee chairmen full responsibility for one essential activity. They can assign work to their committee members.

Duties

These are the specific jobs to be carried out by the members of the Brooder Committee.

BROODER SELECTION CHAIRMAN

1. To contact in person or by mail ALL ELECTRIC BROODER DEALERS in the Project Territory, or if necessary, contact BROODER MANUFACTURERS directly.
2. To select one or two Electric Brooders on the basis of the quality specifications listed on page 15 and be prepared to recommend them to members.

SOLICITOR CHAIRMAN

1. To organize a group of members for a personal canvass of all members of the project. This group to tell the complete story of electric brooding advantages--to solicit orders, and collect down-payments, for the first pooled order.
2. To assume responsibility for down-payments received by his solicitors.
3. To keep complete record of receipts.
4. To present to the regular Finance Committee of the Electric Cooperative Board all requests for the financing of Brooder Purchases.

DEMONSTRATION CHAIRMAN

1. To secure satisfactory meeting places throughout the project area for exhibit and demonstration of the Electric Brooders selected by the BROODER SELECTION COMMITTEE.
2. To set dates for these meetings.
3. To prepare and distribute announcements to members urging attendance at the Electric Brooder meetings.
4. To secure services of manufacturer's or dealer's representatives, the County Agent and the REA Utilization Representative for talks and instruction at the meetings.

RESEARCH CHAIRMAN

1. To investigate and report on Electric Brooder operating costs and experience of individual poultrymen, either members of the co-op or farmers who live in the county. This information to provide basis for Brooder Selection -- Publicity -- Bulletins to members and sound instruction to new users.
2. To study the brooding requirements and problems of farmers in the project area.
3. To relate these requirements to the selection of Electric Brooders by the Brooder Committee.
4. To follow up the distribution of the Electric Brooding QUESTIONNAIRE and prepare from the replies a list of (a) immediate and (b) prospective purchasers of Electric Brooders.

   (SEE SUGGESTED QUESTIONNAIRE ON NEXT PAGE.)

SUGGESTED QUESTIONNAIRE

TO BE SENT TO EVERY MEMBER BY RESEARCH CHAIRMAN

To all members of
(Name of Project.)

Farmers all across the country are reporting substantial savings and excellent results with Electric Brooders. A campaign to get Electric Brooders for our members at a big reduction in price is underway. Your answers to these questions will assist us greatly in promoting this important cooperative effort. PLEASE FILL OUT AND RETURN THIS FORM RIGHT NOW.

BOARD OF DIRECTORS.

1. I now brood (chicks) (turkeys) with an (oil) (wood) (coal) (electric) brooder. (CHECK WHICH.)

2. I (have) (have not) had experience with electric brooding. (CHECK WHICH)

3. If I can get a good electric brooder at a saving of 20% - 30% I will be interested in buying _____ (how many) electric brooders.

4. If I bought an electric brooder, I would (pay cash) (finance purchase through the Co-op.) (CHECK WHICH.)

5. I want information on comparative costs and other advantages of electric brooding.

(Signed) _____

(USE DOUBLE POSTCARD. EASY TO USE. INSURES MAXIMUM RESPONSE.)

GUIDES TO BROODER SELECTION

Important Points to Look for When Selecting Electric Brooder

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1. Should have adequate wattage to maintain a temperature of at least 100 degrees F., 2" from the floor with curtains 1/2" from floor, no chickens under the hover and room temperatures as low as 0 degrees F.

2. Provide adequate ventilation regardless of room temperature.

3. The thermostat should be provided with silver-alloy contact points or their equivalent in quality.

4. Maintain hover temperatures within a range of 3 degrees F. plus or minus of the setting.

5. The insulation should be adequate. With chicks under one week old, a brooder covering 3000 to 3500 square inches of floor space should not consume in excess of 1/2 kwh per hour at zero temperatures when located on a tight double floor with no floor drafts.

6. The Brooder should be equipped with an attraction light, pilot light, inspection window, and means of lifting by a counter-weight. The thermostat adjustment should be from above.

7. The heating elements should operate at black heat -- low enough temperature so that they will never burn out.

8. The canopy should slope steeply so that the chickens cannot roost on top, or the construction should be specifically designed for roosting.

9. Capacity should be calculated on the basis of 10 square inches per chick--20 square inches for turkey poults.

SALES POINTS & GOOD SENSE

ON

ELECTRIC BROODER ADVANTAGES

Electric Brooding is Cheaper, Easier, Safer, Cleaner, Healthier, -- No fire hazard. Don't be satisfied with less than the best, especially when it costs no more, reduces labor and fire hazard, and increases net income -- spendable cash.

Where electricity has been available for some time at the moderate rates now commonly found on cooperative high-lines, electric brooding is growing by leaps and bounds. On the Pacific Coast where electricity has been available for a longer time, other types of brooders in use are as hard to find as horses and buggies.

A recent check-up on the sale of brooders by one of the large power companies in Ohio shows that 75% of all the brooders being installed are electric. Present indications are that the proportion of electric brooders sold in their territory will reach 90% before long.

Users of electric brooders and Agricultural Experiment Station Workers have found that the electric brooder has a number of advantages over brooders using other types of heat. Some of these advantages-- of varying degrees of importance--are: (1) Distinct saving in labor due to automatic control, and no handling of fuel or ashes. (2) Reliable automatic heat control regardless of change in weather. (See also paragraph below.) (3) Better chicks raised with less mortality. (4) Heavier growth at a given age of development. (5) Promotes earlier and better feathering of chicks. (6) Electric heat does not use up the oxygen of the air, or give off fumes. (7) There is no

fire hazard. (8) With electricity at 3¢ per kwh., it compares very favorably with other heat. (See last paragraph.)

It is not necessary or desirable to have auxiliary heat in the brooder house. A cool room also reduces the likelihood of trouble with coccidiosis. Chickens have been successfully brooded without auxiliary heat in open front houses with temperatures at 30 degrees F. below zero and lower. However, particularly during colder weather, the house should have a good roof and be draft-proof on the other three sides. A good floor is also desirable. In colder areas, many place a wooden portable floor of matched lumber under the brooder itself. Later in the season when fires in other types of brooders tend to go out, or else over-heat the chicks, electricity is always just right and costs almost nothing.

The comparative energy consumption of any electric brooder should be considered when a selection is being made. A number of things affect the operating cost, per chick season, of electric brooders. The more important factors are: (1) Design and construction of the brooder with emphasis upon insulation, ventilation and curtains. (Don't buy a poorly constructed brooder or operating costs will almost certainly be prohobitive if the weather gets really cold; and often during cold weather the cheaper built brooders will not maintain proper temperatures.) (2) Time of year (outside temperature), hover temperature, and length of brooding season. (3) Brooder house -- should be well ventilated whether floor is single or double -- freedom from drafts. (4) Number of chicks brooded, and mortality. (Many authorities state that 300 chicks is the largest practical unit.) (5) Electric rates. (6) The poultryman himself; management may make the difference between success and failure.

Records gathered from throughout the U.S.A. show that the average consumption of electricity for electric brooding varies from $\frac{1}{4}$ to $1\frac{1}{2}$ kwh per chick season, depending on the factors mentioned above. Purdue's average figures for the entire State of Indiana show .41 kwh per chick season or about 125 kwh per brood of 300 chicks. We have individual records showing very low consumptions, for example: Mr. Louis Tangerman of St. Marys, Ohio, brooded 1200 chicks during the late spring of 1938 -- 4 electric brooders -- with an average of only 1/5 kwh per chick, and very low mortality. This was Mr. Tangerman's first experience with electric brooders. Again, a man at Wellington, Ohio, had a bill of less than $7.00 for last month (January) as compared to his two year average of $20.00 per month for his two oil brooders before they were replaced with electrics.

In general, with electricity at 4.5¢ per kwh, good electric brooders will have operating costs comparable to coal at $12 to $13 per ton, wood at $4.00 per cord and oil at 9¢ per gallon. Late in the season, when other fuels are particularly difficult to handle, electricity at 7 or 8 cents is no more expensive. Considering the entire season, the average fuel saving, as compared to other methods, is $3 to $5 per brooding.

The universal demand for labor saving devices which are automatically controlled has resulted in the adoption by many farmers of brooders heated by electricity. Statistics indicate that at least five thousand of these units were in use in California in 1926. (Univ. of Calif., College of Agrl., Agrl., Exp. Stn., Berkeley, Calif.)

Electric hovers, as a source of heat for brooding chicks, are no longer a novelty on Indiana farms and their use is increasing as electric lines are extended to farms throughout the state. Convenience and the saving of time and labor effected by the electric brooder are partly responsible for this spread. (Purdue Agrl. Exp. Stn., Lafayette, Ind.)

Electric brooding is practical and can be carried on under very severe climatic conditions without auxiliary heat or excessive mortality. (Univ. of N. H., Agrl. Exp. Stn., Durham, N. H.)

From all reports, it appears that with properly designed equipment and proper management, the brooding of chicks under electric hovers if practical and economical. (Cornell Ext. Bulletin, N. Y. State College of Agr. at Cornell Univ., Ithaca, N. Y.)

Electric Brooder Purchases

May Be Financed

The REA Utilization Representative will explain the simple, low-cost procedure.